



## Centre Of the Web

863 Benner Pike  
State College, PA, 16801  
814-235-9592  
<http://www.centreweb.com>



### **The Product:**

The first of its kind, WebBarker™ is a flexible, Web-enabled Barker System which replaces standard videotext systems in all applications.

News, weather, sports and other information is automatically gathered from Internet sources and presented for easy editing, formatting and insertion into the WebBarker™ Play List queue for broadcast.

Also, a WebSite displaying all (or selected parts of) of the TV broadcast content is automatically generated.

### **Features & Benefits:**

**Ease Of Use:** Designed to be used by computer neophytes, WebBarker™ automatically gathers news, sports, weather and other information from Internet sources. Other information is manually entered by authorized personnel using any Internet connection and a Web browser. This can be done via the Internet from anywhere in the world.

**Low Cost:** The monthly “lease” provides a low-cost alternative to the older, straight videotext systems.

**Reduced Operational Costs:** Being totally Web-based, all data entry, editing, formatting and queueing (and other functions) can be done from any location that has Internet access and a Web browser (currently requires MSIE).

Remote automatic updating of distant “head ends” eliminates long-distance fax or other phone charges by leveraging local Internet connections.

**Reduced Production Time & Increased Accuracy:** Also eliminated is the need to re-key information since data is automatically gathered from Internet sources and presented to the editor in electronic format. This increases accuracy and cuts production time. For multiple head-ends with overlapping data, no data is copied or rekeyed. Cut and Paste of data from other Windows applications is, naturally, also available.

**Expanded Capabilities:** Being a Web-based system, WebBarker™ brings to the market enhanced capabilities previously unavailable in this medium. Anything that can be displayed on a Web page can be displayed on the TV broadcast. This includes the use of different fonts, colors, background colors, graphics, animated graphics and even video content if desired. Custom software/hardware control interfaces to VCR, tuner, DVD and other video devices will also be available.



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**Flexible Display Formatting Options:** Program Director has total control over all aspects of the display including transitioning, font faces & weights, font & background colors/patterns, page formatting and sizes and number of onscreen display areas.

**On-the-fly Changes, Reformatting & Re-sequencing:** Any item (news, weather, sports, ads) can be instantly inserted into the queue for broadcast. Changes made to existing items in the queue will be instantly reflected in the broadcast.

**Flexible Display Timing:** Onscreen display time can be independently set for any item.

**Enhanced Advertising Revenue & Abilities:** Ads appearing on the TV also appear on the WebSite, thereby expanding coverage and giving the ability to charge premium rates. Ads for display on WebBarker™ systems may be graphics, animated graphics or straight text.

**Audio Simulcast on the Web:** The WebSite version can include Real Audio streams which can contain the regular audio programming (for example, if the client is a radio station).

**The Market:** Any application currently using videotext to display “public” information on a TV screen will be enhanced. These can be either public or private network broadcasts.

### **Applications:**

- Community Information Channels on TV
- Hotel Information Systems
- Trade Show / Convention Center / Seminar Information Systems
- Large Public Festivals
- University or Corporate Intranet
- Messaging Systems

**Training:** Anyone who currently operates a barker system and is familiar with Web browsers (specifically, MS Internet Explorer) can easily learn to operate WebBarker™ within a few hours. The WebBarker™ Editor presents to the user, a series of Web forms which are filled out and submitted in “the usual” fashion. Up to 40 hours of onsite installation, training and phone support are a standard feature of every installation.

**Terms Of Sales:** Sales will fall into one of two categories:

**Monthly Lease:** Clients will “subscribe” to the WebBarker™ service, hosting their operations on a Centre Of the Web server.

**Purchase:** Client purchases all WebBarker™ hardware and software and hosts the system in their own WebSpace on their own server.



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### Technical Information

#### Components Of A WebBarker™ System:

##### WebBarker™ Display Unit

- software/hardware package creates the FOR BROADCAST display (NTSC composite or S-Video output); requires Internet access via ISP dialup or direct LAN connection).

##### WebBarker™ Server

- customized UNIX software to retrieve News, Sports, Stock Quotes and other information from Internet sources (requires continuous Internet connectivity with fixed IP address).

##### WebBarker™ Editor

- This software resides on the WebBarker Server and can be accessed from any workstation using Microsoft Internet Explorer 4.0 for purposes of creating output pages. Preferably, a WebBarker Display Unit is used to preview the pages before they are distributed.

### ABOUT Centre Of the Web, Inc.

Incorporated in June of 1997, C.O.W. is a partnership of 8 individuals who believe the Internet will be at the center of global communications in the not too distant future. We began working together in the summer of 1995. Our individual skills range from graphic design to network management to database programming to telecommunications hardware and software; we have HTML wizards, UNIX gurus and Windows NT experts; electrical, mechanical and software engineers. There is more than 150 years' worth of relevant experience in the company.

At the present time our network includes 4 Pentium machines and two Sun Sparcs, running various flavors of UNIX or Windows NT. Our T1 connection comes direct from the central offices of a major carrier. Our agreement with this company allows us to increase our bandwidth incrementally to keep up with demand. We do not offer dial-up services — C.O.W. is an Internet development company, not an ISP.

At present C.O.W. has two products under development. WebBarker™ is a cable TV information channel system currently being tested for Talleyrand Communications, 3WZ/95.3, TCI Channel 4 in State College, PA. It is a hardware/software product that represents a significant advance in information channel technology, and significant savings to info channel operators. E-StoreBuilder™ is a software product designed to simplify the creation of on-line shopping centers for small to medium sized catalogs. Designed to enable clients to build and edit their own catalogs, ESB will make life much simpler for our hosting clients who choose to use it.